

2015

Sponsorship joint Forum Proposal



*Entrepreneurship in
the Tourism Sector*

Organized by:

**Marketing Club &
Management group**



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Introduction:

Marketing Club

The Marketing club is an active group of students under the umbrella of Business Society in the college of Economics and Political Science. MC brings together students of SQU who are interested in the vast and dynamic environment of marketing. The members of the club come from all walks of life with a common passion of marketing binding them together. They bring to the table a diverse and healthy mix of backgrounds, aiming to work in different roles within marketing and sales post. Nevertheless, MC mission is to provide the members with opportunities to grow professionally and personally by organizing events which include speakers, gathering, and social events. Along with programs and projects which foster teamwork, a better understanding of marketing concepts, and other leadership skills.

Management Group:

Management group is one of the bright groups in College of Economics and Political Science. The group was founded in 2001 by CEPS students in purpose of reinforcing academic concepts in general and management concepts in particular and developing students' skills and talents. Nevertheless, MG mission is to encourage teamwork and communication between students and outside organizations by holding and organizing different events, including workshops, lectures, meetings and annual gatherings, which aims to push the process of knowledge of business students to prepare them optimally for the labor market in order to make them able to tender and interact with the rest of their colleagues inside and outside the work environment.

Goals of this Sponsorship proposal:

To find sponsors who are prepared to be part of our success. Hence, meet the needs of the sponsor whilst achieving the high targets and goals that this event is trying to achieve in terms of executing and marketing our entire event. Costs and expenses that are required to cover this event cannot be satisfied unless the adequate support from the sponsors is acquired.



Event Overview:

Entrepreneurship in the Tourism Sector (ETS) is a prospected forum, which would be held in the College of Commerce and Political Science. This event will be organized by the Management Group & Marketing Club in an anticipated date of 22-23, Feb 2015. Furthermore, ETS will be targeting business professionals, entrepreneurs, academics, students, general public, educational institutions, local companies and government organizations. Along with anticipated visitors of 6,000 people or more. Nevertheless, the proposed patron of the forum will be the Minister of Ministry of Tourism; Ahmed bin Nasser Al-Mahrazi, with the following proposed Officials to attend the forum:

- Chairman of the General Authority for the development of small and medium enterprises; Kalifa bin Said Al-Abri.
- Chairman of RAFAD Fund program; Tariq bin Sulaiman Al-Farsi.
- Consultant of Oman Chamber of Commerce and Industry; Mohammed bin Nasser Al-Shuraiqi.
- Director of the Entrepreneurship Award; Fahad bin Saeed Al-Harthy.



Vision:

Contribute towards Oman prosperity and development through the success of entrepreneurship in the Tourism Sector

Mission:

To create a “Joint” where entrepreneurs, government institutions, business professionals and students meet in order to share experiences and knowledge that would contribute to solve the problems that face entrepreneurs.

Facilitating the difficulties for new entrepreneurs when investing in the tourism sector by joining them together with expertise and companies that support new tourism projects.



Objectives:

- To complement the college curriculum to expand students' knowledge base
- To discuss certain topics through various seminars and lectures
- To enhance the knowledge of students and labor market challenges
- To highlight the role of government institutions and the private sector in support of students' activities
- To create an environment suitable for university students to highlight and refine their talents in various fields
- To offer an opportunity to support and assist various students' talents.
- To define the role "student" to the most important sectors that help develop the economy of the state, through various exhibitions
- Discuss the challenges faced by Omani entrepreneurs and their attitude toward the lack of projects in the tourism sector
- The position of Al Rafad Fund and its support for the tourism projects, and its acceptability for the grace period to be extended for more than a year. (Grace year period; is not enough for tourism projects, and this condition does not support those kinds of projects at all)
- Discuss the role of the following ministries: (Ministry of Commerce, Ministry of Environment, Ministry of Municipalities and municipal civil defense, etc.) the obstacles and procedures that is faced by entrepreneurs when starting a tourism projects and what had discouraged investors from working in this tourism sector
- Identification of new projects and available opportunities in the market and the role of the Ministry of Tourism on marketing and promoting entrepreneurship in this sector



Invest on us:

Why should you Sponsor this Event:

This section emphasizes the main reasons why your organization should sponsor this event:

1. Value of Exposure

As mentioned above, our target audience has a wide range, and therefore by sponsoring this event it will ensure that your organization logo and brand will gain maximum exposure by our target audience, and will appear at virtually every activity throughout the two days of the event.



2. Recruiting the Brightest Young Minds

The students responsible for organizing the various activities and the students participating in the event are some of the best in Oman. They are the leaders among students in their field. They are also your future employees. Sponsoring us will allow you to have a chance to connect with them, observe and assess their abilities in a workplace-like environment.

3. Giving Back to the Community



Not only will you be supporting the youth today, your support will help the students to gain the experiences needed to become successful individuals in their community that's all help to develop and thrive our loving country the Sultanate of Oman. Not to mention, that you will be counted as one of the companies that support community development, education and economy.



Sponsorship package:

Sponsors are asked to support the event by different means some are required to support the event by covering the expenses of printing all ads and posters and some sponsors can provide gifts or vouchers and they would be considered as accommodation service sponsors. On the other hand, sponsors also can support the event financially according to the bellow packages:

	Diamond Sponsor 1,700 OMR	Golden Sponsor 1,200 OMR	Silver Sponsor 700 OMR
Will be mentioned in the event based on the sponsorship package	×	×	×
Will receive invitations to attend the opening event.	×		
An award will be presented to the sponsor in the last evening	×	×	×
Listing the logo in every advertising poster, educational posters, invitation cards, and on the Groups' accounts in (Facebook, Instagram, and Twitter).	×	×	×
The sponsor's logo will appear in all film materials used in all ceremonies.	×	×	×
The sponsor will be given a section in the exhibition to talk about their product/service in terms of HR and Marketing	×	×	



The event plan:

- **Exhibition:** The exhibition contains a unique flavor of creativity in terms of content and presentation; the exhibition will be designed by a specialized company. Moreover, the exhibition will be located in College of Economics and Political Science, in the ground, 1st and 2nd floor. The exhibition will consist of the following sections:
 - Section for introducing the importance of the tourism sector in supporting the national economy.
 - Section for discussing the imposed government rules, standards and procedures on the emerging tourism projects.
 - Section for ministry representatives, to discuss the causes of actions harder and permits that hinder young people and Businesses from the completion of tourism projects.
 - Section for student's projects and ideas about tourism (in collaboration with other universities and colleges such as: Oman Tourism College, Tourism Major in College of Arts, etc.).
 - Section for the General Authority of small and medium enterprises and all its supporting funds.
 - Section for the private sector and business incubators that support entrepreneurs. Such as: Muscat Ground Mall, Shell Marketing, and corporate marketing for entrepreneurs: The mark, Baian and Tabeen, and Oman Data Park, the pioneers of network business BIZ HUBME and Sa'as.
- **(Rayouk) Session:** In cooperation with Oman ITA (coach: Said Al Balushi, SharifaAl Barami, Said Al Maskary, Salma Al Hajri, Ghaith Al Darmaki) and College students to discuss the latest developments in the global domain of the tourism field.
- The forum promotional competition: related to the content of the event, which will start before the date of the forum by 25 Days (More details about the competition will be announced later).
- Workshop on the second day, entitled (How to prepare feasibility studies for small and medium enterprises), by Khalid AlSyabi, , at 10:00 A.M
- Workshop on the use of social media for Entrepreneurship by (Hasher Al Mundhiri), in the second day of the event, at 12:00 P.M.
- Final Evening (23/2/2015): Showing a video of the event and show a display from (KlemteenRa'as team). Also, honoring the sponsors and the winners of the competition.



Media coverage:

We have a full plan to advertise for the forum, one of these plans shown below, our full plan is scheduled to start on 4-1-2015, more information found below:



The promotional plan for the forum:

- 1- Posters and advertisements in restaurant's tables of Muscat Grand mall and City Center.
- 2- WhatsApp service for 500,000 phone numbers by (Mazooncompany).
- 3- Twitter, Instagram and other social media.
- 4- Hala FM, Hi FM, Al Wasal FM and Al Shabab FM.
- 5- Oman TV and newspaper.
- 6- Posters in SQU and in other Colleges and Universities.
- 7- Flags bearing the logo of the forum, in SQU streets.
- 8- A promotional competition; start 25 days before the forum.
- 9- Al Sabblah Al OmaniaWebsite.
- 10- Video and cartoon posters (Raid and Raidah).



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Week 2
2015
جامعة السلطان قابوس
كلية الاقتصاد والعلوم السياسية
ملتقى ريادة الأعمال في القطاع السياحي
فبراير 22-23

